

**PROFILE SUMMARY**

• Solutions-focused, meticulous and result-oriented professional with over 2 years of a successful career with diverse roles distinguished by commended performance and proven results

• An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.

• Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning.

**CORE COMPETENCIES**

\*Project Management \* Segmentation, Targeting & Positioning (STP) \*Direct Marketing

\* Brand Management

**ORGANISATIONAL EXPERIENCE**

•**KarnivalFiesta**, Kolkata (An Event Management firm) as a Marketing Manager from Jan 2014 - Nov 2014

**Key Result Areas: -** • Managing different premium lifestyle exhibitions in five star hotels , banquets in Kolkata & outside , space selling to the clients including HNI , brands , boutiques etc.

• Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness through digital & print media.

• Creating databases of the clients & regularly updating them and involving in all brand management events.

• **Brishti Technologies Pvt Ltd (myprivatetutor.com),**kolkata as a Business Development Executive (e-Commerce) from Nov 2014 – OCTOBER 2015.

**Key Result Areas:**  - • To act this website as a bridge between students & teachers/institutes , promote the web portal offline by visiting the decision making personnel of various reputed educational institutes PAN India basis as well as via virtual world.

• Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click

• Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility.

* **Varun Beverages Limited ( Pepsico) , West Bengal –** as a Customer Executive Dec 2015 to March 2016
* **Key Result Areas:**  -
* Grow volume, revenue, and profitability by developing existing accounts and securing new accounts in an assigned territory. Develop the market by selecting, coaching, training the territory team (sell through others)

### . DPS World School (Kalyani) :As a Marketing cum Admin Executive

### Key Result Areas:

### To increase the students admission by implementing various marketing strategies , managing BTL activities and competitor analysis.

### Maintaining office files , data management , sorting candidates & conductinginterviews.

### Acts as a relationship officer between parents/guardians and school.

**Highlights:**

• Increased the revenue of Indian fashion exhibition flat 23 % within the first 2 events.

• Visited and promoted the brand **(Myprivatetutor.com)** more than 2000 institutes within Kolkata, rest west Bengal , Cuttack, Bhubaneswar, Delhi , Noida , Gurgaon and so on .

• Responsible for acquiring reputed brands as their client for all the companies.

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**Organisation:BhartiAirtel Limited.**

**Project Title**: **“A project to penetrate the market for capitalizing the opportunity for Airtel Digital TV services in Kolkata”**

**Period :** May 2012 – July 2012.

**Description :** Visiting all big establishments in Kolkata including Hotel, Hospitals, Apartments , Corporates , Banks etc to collect a NOC from the concern authorities to set up a MDU (multi-dwelling unit) for Airtel Digital TV.

**Highlight:** Given a total sale of Seven Lakhs (approx.) by a team of six.

**ACADEMIC DETAILS**

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| **Degree** | **Institute/ University** | **Discipline** | **Year of Passing** | **% Aggregate** |
| **MBA** | **EIILM** | **Marketing** | **2013/14** | **62%** |
| **PGPM** | **E.I.I.L.M.** | **Marketing/ HR** | **2013** | **63%** |
| **Graduation** | **KalyaniMahavidyalayaKalyani University** | **BA (English)** | **2011** | **54.6%** |
| **Higher Secondary** | **BNV/ CBSE** | **Arts** | **2008** | **79.8%** |
| **Secondary** | **KHEMS/ CBSE** | **General** | **2006** | **72%** |

**I T SKILLS**

• Knowledge of MS Office and Internet Applications.

**PERSONAL DETAILS**

* **Languages Known :**English, Bengali & Hindi.
* **Date of Birth :**30th August 1988.
* **Permanent Address :**Village - Goalapara. P.o – Jetia , District - 24 PGS(N). state - West Bengal. Pin - 743135.